

# KCHIP Clarion

News & Best Practices on Covering Kentucky Kids

Summer 2000 • Kentucky Cabinet For Health Services, Department For Medicaid Services

## Spotlight

**d**ona Dunkelberger can thank her own mom for alerting her to KCHIP just in time to survive a health crisis with her teenage daughter. A single mother, Dona runs a business producing molds for concrete out of her home in Shrewsbury, a small community in Grayson County. Although she had searched hard, Dona had been unable to provide health coverage for her two children. "It's very difficult to afford health insurance when you're self employed," she said.

In June of 1999, Dona's mother spotted a newspaper article about Naomi Judd helping launch KCHIP and suggested her daughter check it out. Dona went to the Grayson County Health Department in nearby Leitchfield and was given one of the new simplified KCHIP applications. She completed the application and attached copies of back taxes as proof of income and then dropped off the information at the local Department for Community Based Services' office.

Even as she applied for KCHIP, Dona was worried about her daughter Brittany, who had not been feeling or looking well. The very next weekend, Fourth of July, the 15-year-old was diagnosed with mononucleosis. Immediately, Dona took Brittany to a specialist at the Leitchfield Pediatric Center. Within days, she received the welcome news that her children were covered by KCHIP, including the recent visit to the specialist. "It was such a relief to hear that the kids were covered, and it continued to be a real blessing because Brittany stayed

pretty sick for a while and needed more trips to the doctor," Dona explained.

Shortly after getting KCHIP, Dona attended a local information session held by Passport Health Plan where she learned that KCHIP would cover almost every type of medical and dental expense including the dental braces that Nik, her 13-year-old son, needed. "I can't believe



**A KCHIP Family:** With KCHIP coverage, Dona Dunkelberger of Grayson County got the medical care her daughter Brittany, 15, needed when she had mononucleosis. Nik, 13, will be able to get braces. Photo by Scott Molleymorn

how many things are covered," Dona said. "I've told friends, relatives, anybody who will listen about what a great thing it is."

Although she didn't realize it at the time, Dona's children became the first in Grayson County to be covered by KCHIP. "As a parent, you're not so much worried about yourself, it's your kids that are a big concern," she said. "The KCHIP coverage has been wonderful for all of us."

## Mom Thankful for KCHIP Coverage

## Q&A

*How do KCHIP recipients re-enroll at the end of their year of eligibility?*

A KCHIP recipient will receive a notice from their local Department for Community Based Services (DCBS) office that they will need to re-enroll. The notice will contain information and data gathered from their "original" KCHIP application. The recipient will be asked to review the form, make changes if necessary and mail the form back to the local DCBS office for eligibility determination.

*I work with Hispanic's in the community who need to discuss KCHIP with someone who speaks Spanish. Who can they contact ?*

There is a dedicated hotline for Spanish speaking individuals that can answer questions relating to KCHIP and provide Spanish KCHIP applications. If a Spanish speaking caller dials 1-877-KCHIP-18, the KCHIP operator will automatically transfer them to a Spanish-speaking representative of the Kentucky Farmworker Health Program (KFHP). The caller may also choose to call the KFHP directly at 1-800-662-5397.

*Because Kentucky Health Select (KHS) is not extending their contract with the Department for Medicaid Services beyond June 30, 2000, how will I continue to receive care?*

Beginning July 1, 2000, Medicaid and KCHIP recipients in the counties who were served by KHS will be served by the Department for Medicaid Services, either through KenPAC (Kentucky Patient Access and Care Program) or through regular Medicaid. (Continued to back page)

## Best Practices

**a** At schools, churches, health fairs and many other places, outreach partners are spreading the word about KCHIP. Each issue we'll feature some of the hard work and bright ideas that have worked well in local communities to enroll children.

**Seizing an opportunity,** Jill Jensen (859-288-2469) of the Fayette County Health Department plugged into the Kid Jam 2000 event in May to promote KCHIP. Held

yearly by Lexington Parks & Recreation, Kid Jam attracts thousands of children 12 and under and their parents for a preview of summer activities. Jill organized a booth and used the growth chart on the KCHIP doorhangers to mark the height of children. Chocolate chip cookies and KCHIP balloons were also popular.



**Standing Tall for KCHIP:** Seven-year-old Ryan Riggs and sister Laura, 1, were among the many children who had their height measured with help from the KCHIP doorhangers at the Kid Jam 2000.

**In Hopkinsville,** a cross-town rivalry provided a great opportunity for spreading the word about KCHIP. Diane Pyle (270-887-1227), coordinator of the Youth Services Center at Christian County High School reports they set up a booth at the basketball showdown with Hopkinsville High. During breaks in the action, cheerleaders threw out special t-shirts with the KCHIP logo and images of the two school's mascots.

**Parents of students in the Ludlow Independent Schools in Kenton County** are receiving some "food for thought" about KCHIP. Cathy Pedro (859-261-3223), Ludlow Family Resource Center coordinator has been receiving Free & Reduced School Lunch forms where parents have checked a box for information about KCHIP. Cathy follows up with a brochure-application. She's done 60 follow-ups, or about 7% of the student population.

**At the Fair...** With nearly 700,000 people expected to attend this year's Kentucky State Fair, August 17-27 in Louisville, it's a great spot for spreading the word about KCHIP. The Cabinet for Health Services will offer a huge display area in the South Wing with the theme of "A Garden of Good Health." In the "garden" will be a wheelbarrow full of KCHIP promotional items including band-aid dispensers and pencils. KCHIP brochure-applications will also be on hand for families. Volunteers are needed to help staff the booth. If you can work a shift or two, contact Kevin Skeeters, KCHIP outreach coordinator in Medicaid Services at 502-564-6890 or [kevin.skeeters@mail.state.ky.us](mailto:kevin.skeeters@mail.state.ky.us).

**In the Schools...** Back-to-school time in Kentucky means back-to-work to get information about KCHIP into the hands of parents. Several such initiatives are underway. Bright yellow KCHIP information flyers, enough for every student to take home, are being distributed to the more than 1,400 public schools in Kentucky. The flyers will also be included in special packets being provided to the Kentucky PTA to be used in parent meetings throughout the new school year period. A statewide media information campaign is also planned for August.



## Outreach Events

### Open Space Helps

**Shape Outreach...** Many different people, one goal: to improve KCHIP outreach and enroll as many eligible children as possible. Educators, parents, social workers and health care professionals were among the over 50 participants at a conference in Lexington June 21-23. Working with a process that is catching on nationwide called "Open Space Technology" the participants set their own agenda and discussion topics related to KCHIP outreach.

"It's a great vehicle for bringing a large and diverse group together and to share productive ideas," said Doris Goldstein, supervisor of Eligibility and Outreach for KCHIP who helped organize the conference.

During the three-day conference, participants broke into small-group sessions and then shared the results with each other by writing and publishing reports from each session on computers that were provided on-site. "The Open Space format has allowed everyone to keep focused on the larger issues," said Sherry Hall of the Cumberland Valley District Health Department. "It's been a very productive experience," she said.

Over the next few weeks, the session reports and other work product arising from the open space environment will be shaped into a strategic plan for KCHIP outreach and also used in related areas.

More than 20,000 of the Spanish language poster shown were produced and distributed statewide earlier this year along with 75,000 Spanish language brochure applications. Additional efforts are planned to reach non-English speaking families about KCHIP. These Spanish language materials are available by calling your local health department.

**t**housands of workers and volunteers throughout Kentucky put their ingenuity and feet in motion to find and enroll more families and their children for KCHIP during the

statewide "Health Coverage for Kids Week" May 15-21. Nearly 100 separate outreach activities took place, ranging from extensive door-to-door campaigns to information tables and displays at local Wal-Marts.

Some 139 McDonald's restaurants throughout the state aided the week-long campaign by displaying KCHIP materials on tables, in their windows and stuffing flyers in to-go meal bags. Dozens of Wal-Mart stores hosted information tables and KCHIP displays outside their front entrances.

KCHIP awareness was furthered by news media coverage during the week including front-page articles in the Lexington and Henderson newspapers and supportive editorials written in the Covington and Frankfort newspapers. Two audio news releases reporting on the week's activities were broadcast by a total of nearly 300 radio stations throughout Kentucky and in bordering states.

"We had a lot of people stop by our booth who had seen the story in the [Henderson] *Gleaner* and connected it with what we were doing," said Sue Richards, KCHIP coordinator with Green River Regional Health Department. In addition to a booth at the Wal-Mart, Richards and colleagues distributed KCHIP flyers, applications and pencils to doctors' offices, pharmacies, groceries and daycares throughout Henderson. They employed similar tactics in the Owensboro area and in Webster, McLean, and Ohio Counties.

A Wal-Mart booth in Ashland also proved effective in reaching people about KCHIP (including several Wal-Mart employees) according to Jenny Caperton, coordinator of the Boyd County Family Resource/Youth Services Center (FRYSC). In addition, FRYSC staff and volunteers placed KCHIP posters in libraries,

groceries and doctors' offices.

Thousands of families in the Louisville area were told about KCHIP through door-to-door canvassing efforts organized by the Jefferson County Health

*"... they were  
very eager to learn  
about KCHIP..."*

Department and Passport Health Plan. Staff, along with volunteers from several groups including churches and the Louisville Sting girl's softball team, handed out KCHIP information packets in a variety of neighborhoods throughout the week.

Children of Spanish-speaking families were the main target of a truly collaborative event held in Richmond on May 21. A Multicultural Health Fair drew families from Madison and surrounding

## Covering Kentucky A Report On Health Coverage For Kids Week



**Spreading the Word:** Donna Beaven (left, behind KCHIP display) and Jane Miller of the Henderson Co. Health Department gave KCHIP information to Tonya Bolin and her two children in front of a Wal-Mart store in Henderson. Hundreds of volunteers worked similar booths and conducted door-to-door enrollment efforts during "Health Coverage for Kids Week" in May.

Photo by Mike Lawrence, *Henderson Gleaner*.

counties to the St. Mark Catholic Church. Sandra Powell with the Kentucky Farmworker Health Program helped organize 29 agencies to participate in the event. "We chose the church because it's been offering worship services in Spanish, and Hispanic families are comfortable going there," Powell said.

Working with the Madison County Health Department, Powell arranged for gift certificates from restaurants, refreshments from Wal-Mart, and clowns and activities to keep children entertained. Translators helped provide KCHIP information to the many Hispanics who attended. "Quite a few brought their entire extended family," Powell said. "They were very eager to learn about KCHIP and happy that it was free and that children could qualify even if their parents lacked citizenship," she added.

Great Work . . . 47,431

Kentucky children have been enrolled  
in KCHIP through April!

Together, we are making a difference!

## KCHIP Income Guidelines

KCHIP  
Income Amounts

Number of Family Members	Family Monthly Income (before taxes)	Family Yearly Income (before taxes)
1	\$1,392	\$16,700
2	\$1,875	\$22,500
3	\$2,359	\$28,300
4	\$2,842	\$34,100
5	\$3,325	\$39,900
6	\$3,809	\$45,700
7	\$4,292	\$51,500
8	\$4,775	\$57,300

**Note:** These income limits change around  
April of each year.

- The number of people in a family includes the children and the parent(s).
- A family is considered as a child or children and the natural or adoptive parents residing together in a household.
- For family units of more than 8 members, add \$484 per month or \$5,800 per year for each additional member.



(Continued from front page)

### Q&A

*Will I be able to keep my same  
providers once the transition occurs?*

The Department for Medicaid Services is making every effort to assign those who will be enrolled in KenPAC to their former KHS providers. Recipients wishing to choose a primary care provider should call their local DCBS office in their county of residence.

*If I have any questions regarding  
the transition to KenPAC, who can I call?*

Contact your local DCBS office, or call toll free at 1-800-635-2570 or 502-564-3476 and a representative will answer your questions.

*How do I get more KCHIP applications  
for local events and organizations?*

You should be able to receive applications from your local health department, or request them from the KCHIP toll free number at 1-877-KCHIP-18 or for the hearing impaired 1-877-KCHIP-19.



Kentucky Children's Health Insurance Program

275 East Main Street • Frankfort, KY 40621

502.564.6890

<http://cfc-chs.chr.state.ky.us/chs/KCHIP/KCHIP.htm>

FORWARD AND ADDRESS CORRECTION REQUESTED

## Re-enrollment Update

All children who are eligible for KCHIP need to re-enroll each year. This is a process in which the parent updates the information provided on the original application, and the Department for Community Based Services (DCBS) checks income and other eligibility factors to see if the child is still eligible.

As of July 2000, this re-enrollment process is being done by mail. Families whose children have KCHIP will receive a form in the mail from their DCBS office about a year after their child first got KCHIP coverage. They need to fill in the information requested and mail it back to DCBS by the date noted on the form.

Please emphasize the importance of doing this to any families you work with – the child will lose eligibility for KCHIP if the parent doesn't complete and return the form within the specified response time.

If there are any questions about how to complete the form, families should contact their local DCBS office or call the KCHIP toll free line: 1-877-KCHIP-18 or 1-877-KCHIP-19 for the hearing impaired. For Spanish-speaking callers, 1-800-662-5397.

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